Local Roads Pavement Rating Project – Preliminary Results

Opinion Dynamics Corporation

March 5, 2003

Completions to Date

- Eight in-depth interviews with WisDOT staff

- 16 in-depth interviews with others:
  - Association executives
  - LRSC representatives
  - Other individuals

- Quantitative interviewing underway

In-depth Interviews: Major Findings

- The communications effort for the local roads pavement rating project was viewed by everyone as successful, although there is some concern about delays in completing the database

In-depth Interviews: Major Findings

- The involvement of the municipal associations was critical in overcoming initial skepticism regarding the project.

- Associations strongly urged the Department and other state agencies to include them more often, including submitting articles for their newsletters and magazines.

In-depth Interviews: Major Findings

- There was substantial disagreement as to why municipalities complied.
- Some felt that the high compliance rate was a result of the benefits of the program to municipalities.
- Others felt that most municipalities complied only because it was a mandatory requirement.

In-depth Interviews: Major Findings

- People also disagreed strongly over the source of the requirement:
    - Some felt that the requirement was viewed as bottom up, based on the request of local municipalities
    - Others felt that the requirement was viewed as top-down, originating from WisDOT

In-depth Interviews: Major Findings

- There was also disagreement as to the main benefits for municipalities
  - Ability to lobby the state government
  - Internal benefits to communities

In-depth Interviews: Major Findings

- The number of phone calls generated was not considered surprising or a problem by most respondents.

- Respondents believed the requirement was fairly easy to respond to.

In-depth Interviews: Major Findings

- Respondents were unable to name any particular means of communication that were especially important.

- Statewide and local meetings are both considered crucial means of communication.

- E-mail has become a primary source of communication for many municipal representatives, especially at the county level.

Responses as of 3/3

- 64 Completes by Internet
- 55 Completes by telephone
- 52 Completes by mail – to be tabulated
- 15 Completes by fax – to be tabulated

Community Type

Community Type	Internet	Telephone	Total
Town	27	39	66
Village	8	13	21
City	22	1	23
County	7	1	8

Responses by Position

- Town Chairman: 42
- Town Clerk: 25
- Director of Public Works: 16
- Village President: 14
- Engineer: 7
- County Highway Commissioner: 6
- Mayor: 3

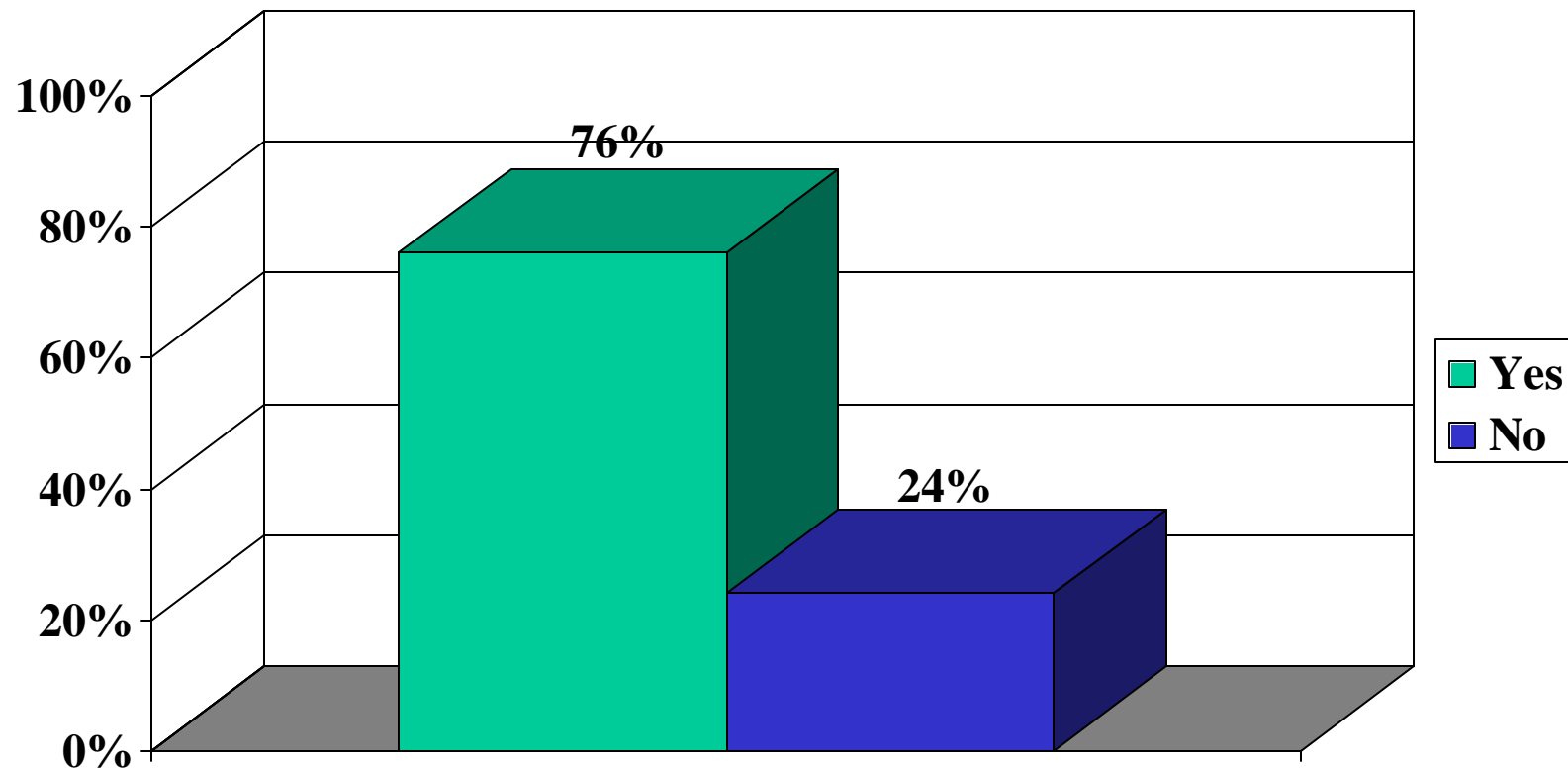# Responsibility for Making the Decision to Comply
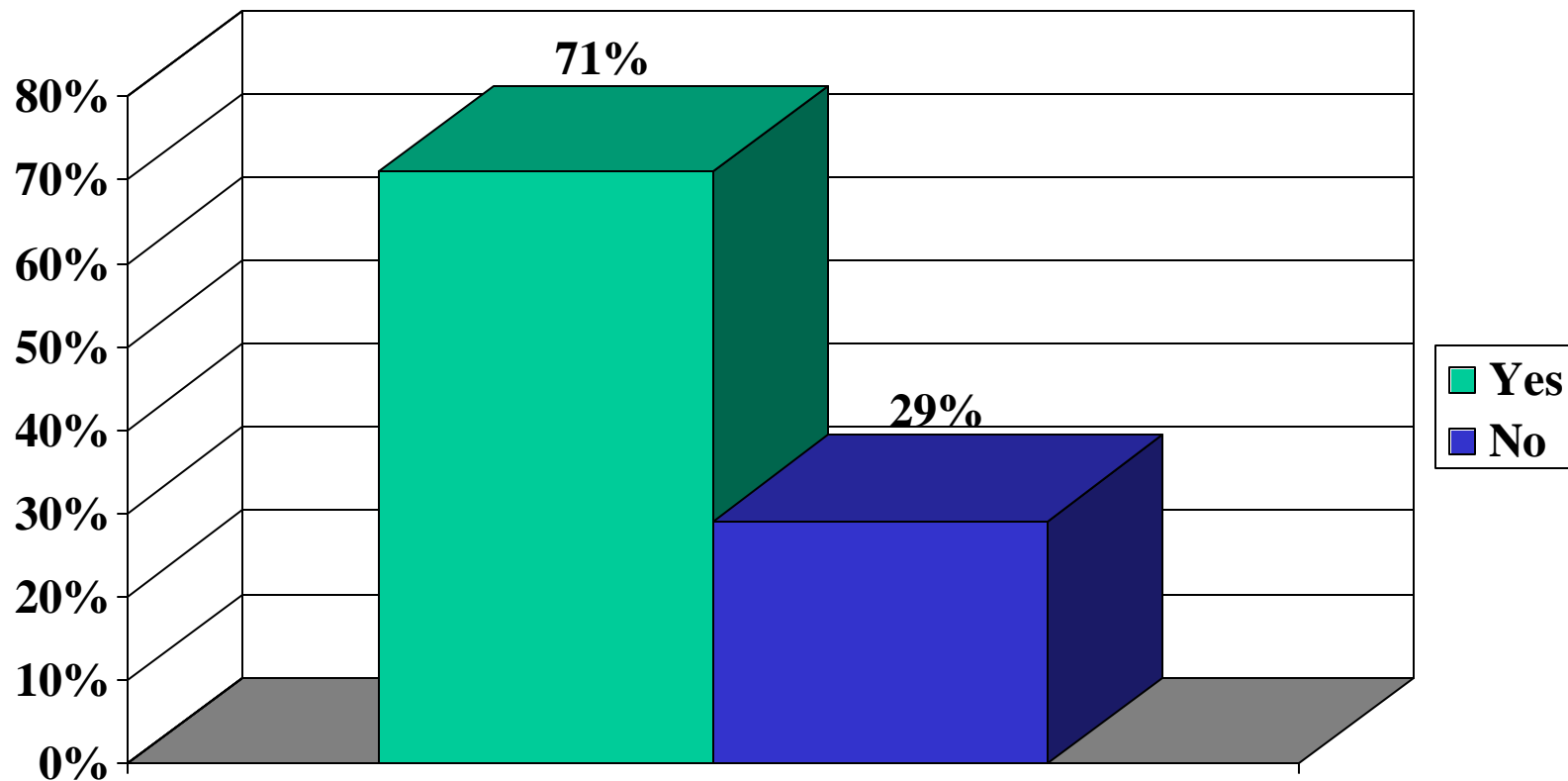
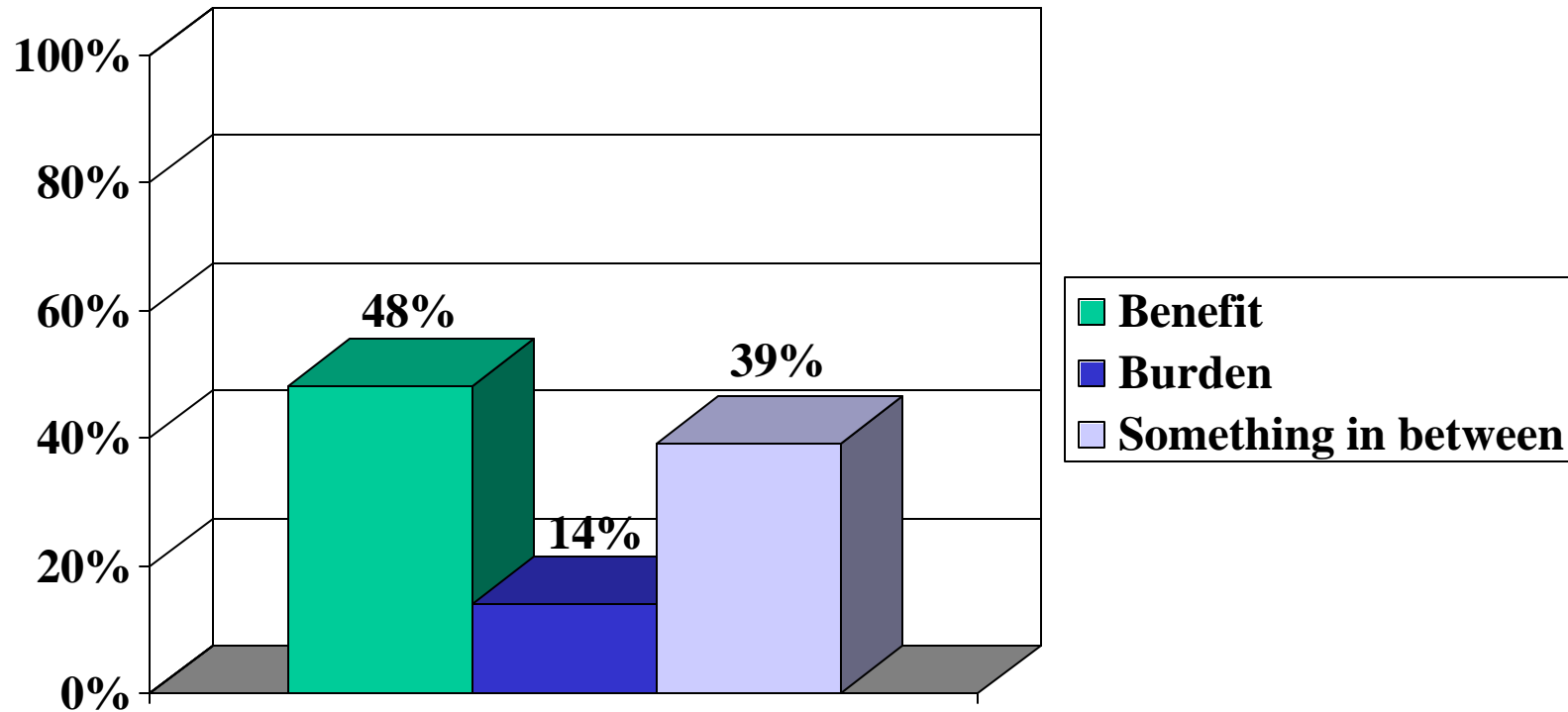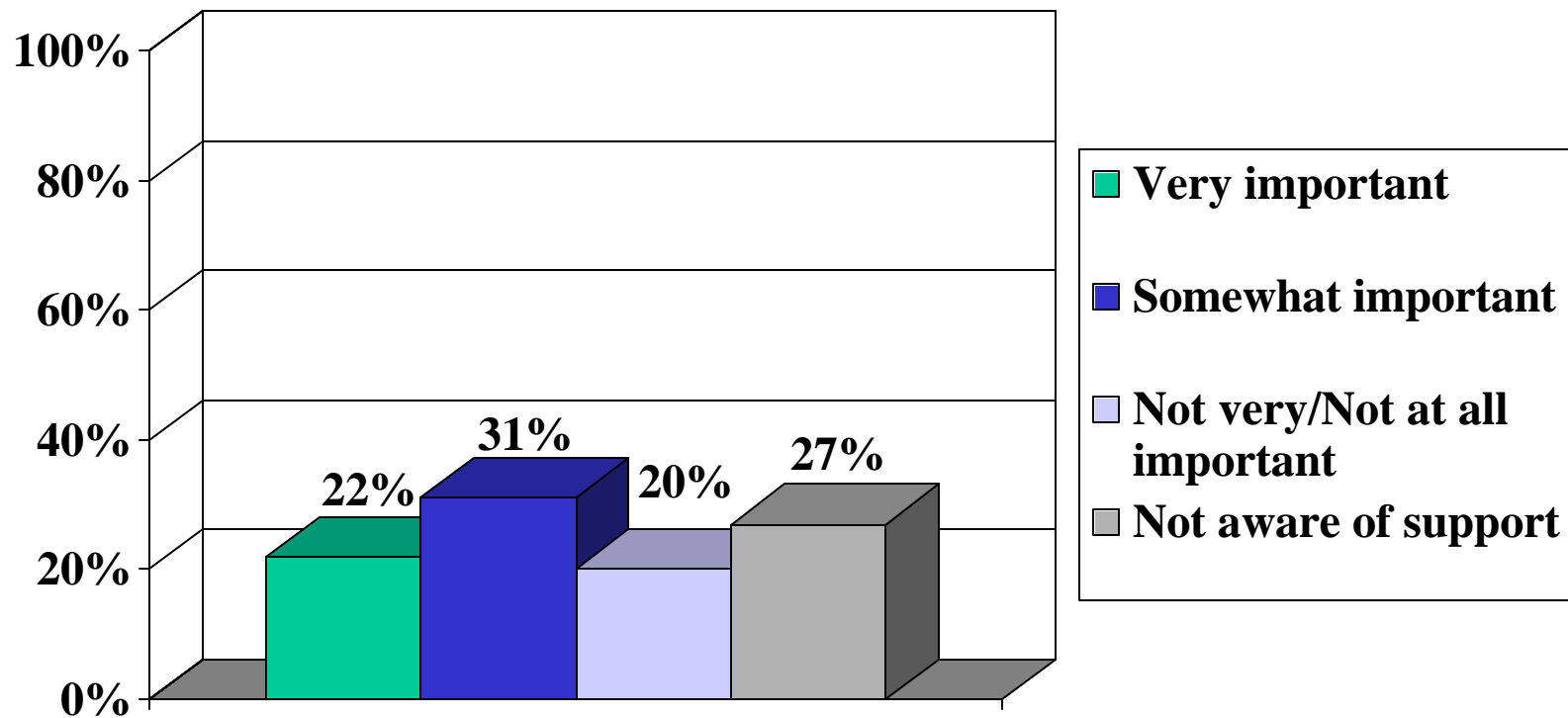# Involvement in Rating of the Roads
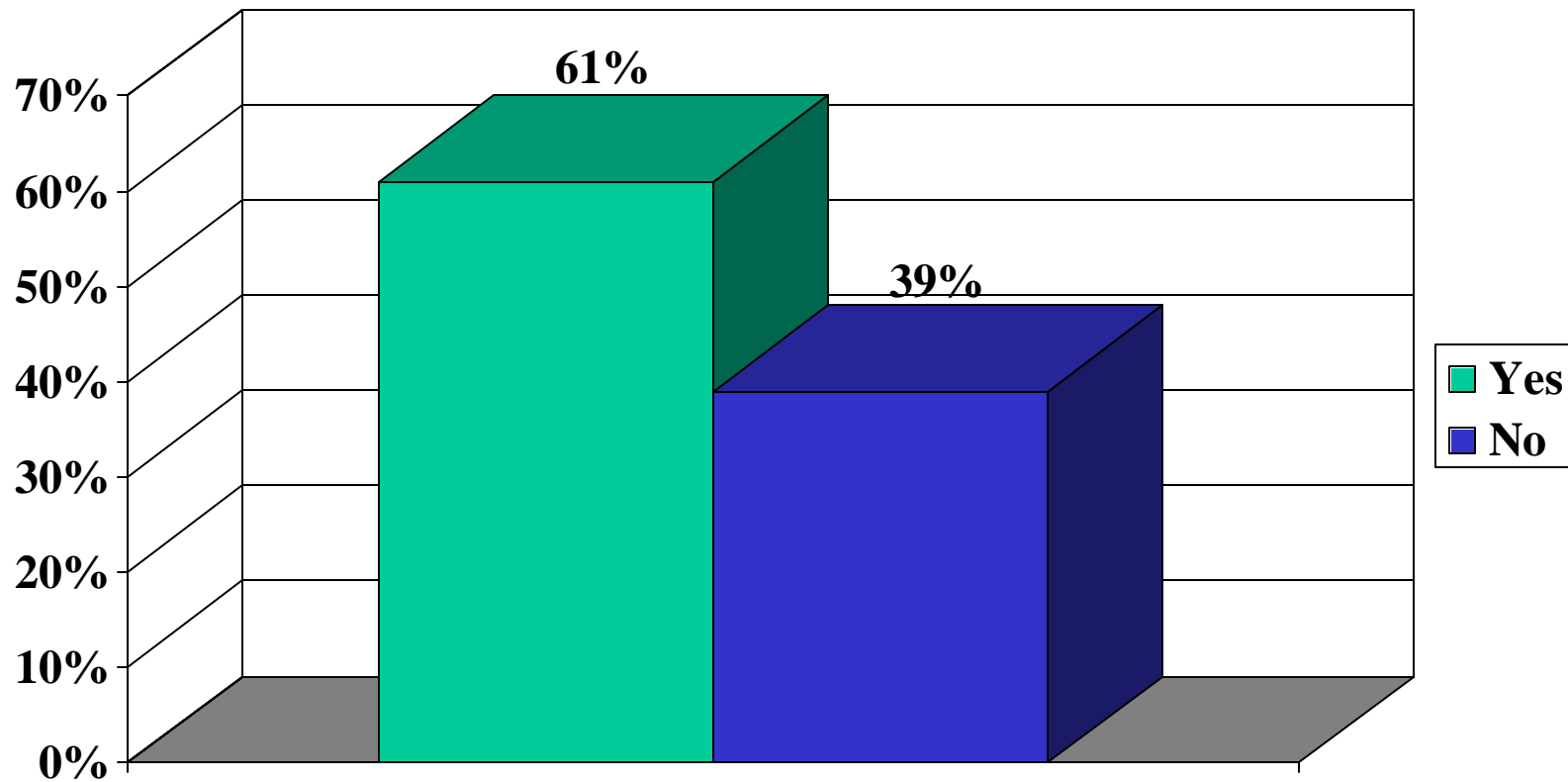
Why did you comply?
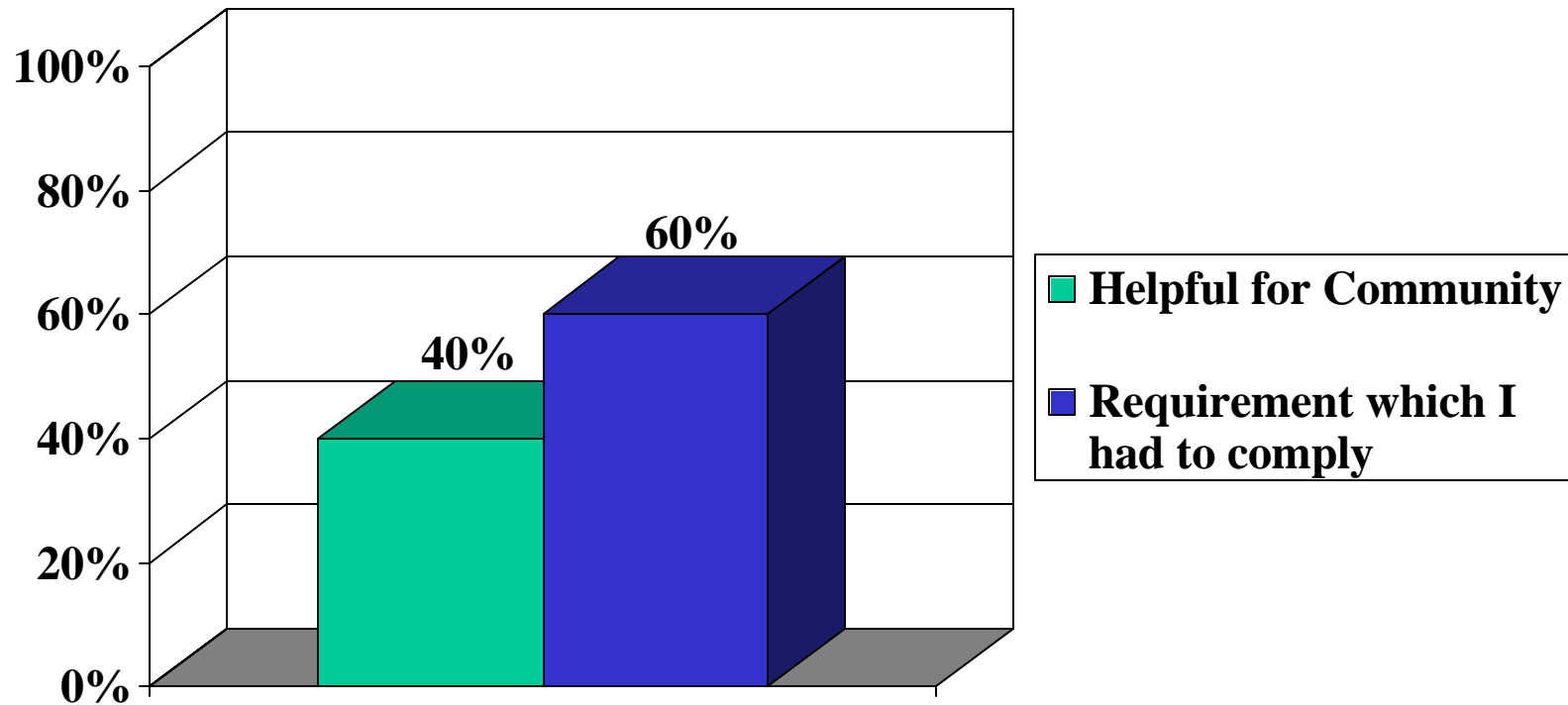
If you didn't consider it a benefit, would you have complied?
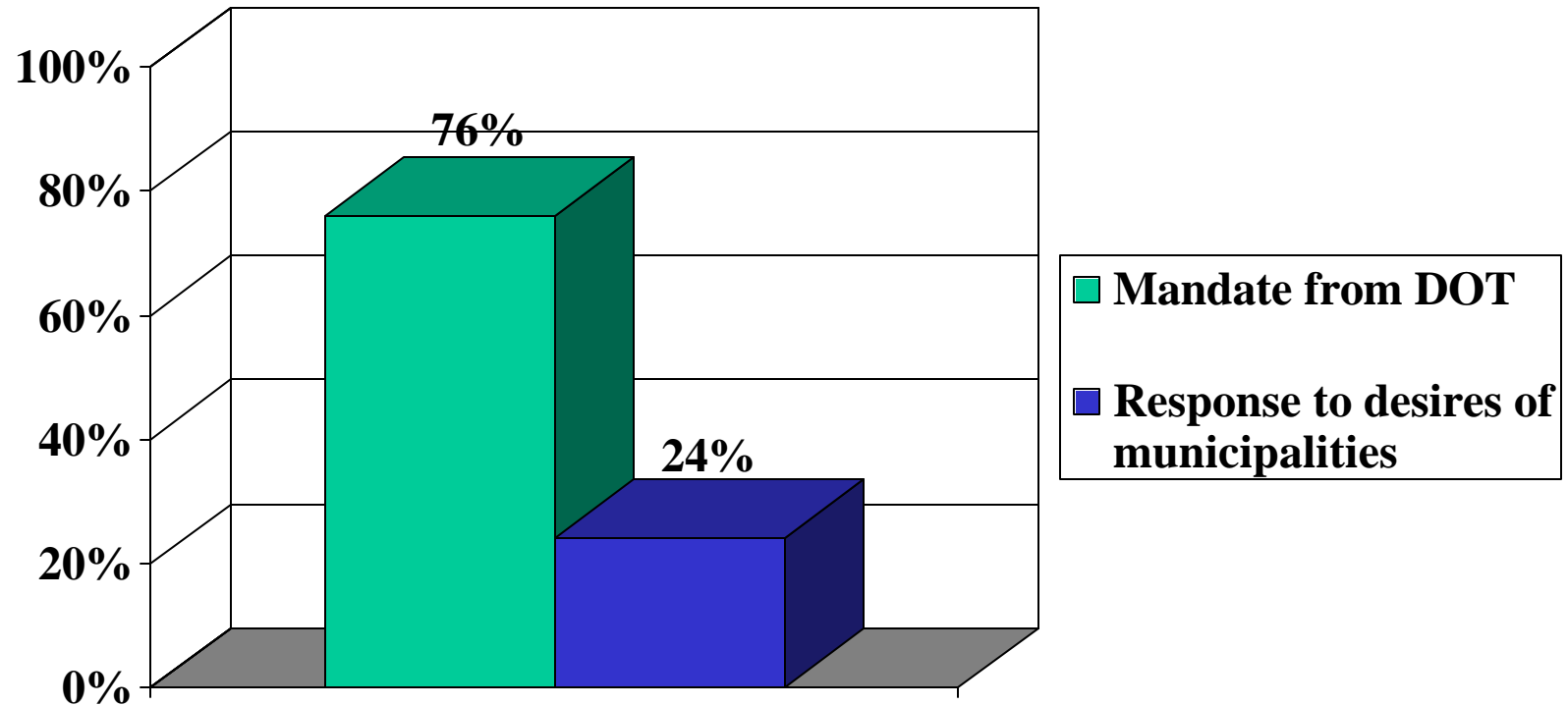
Do you currently view the requirement as…

Importance of Association Support
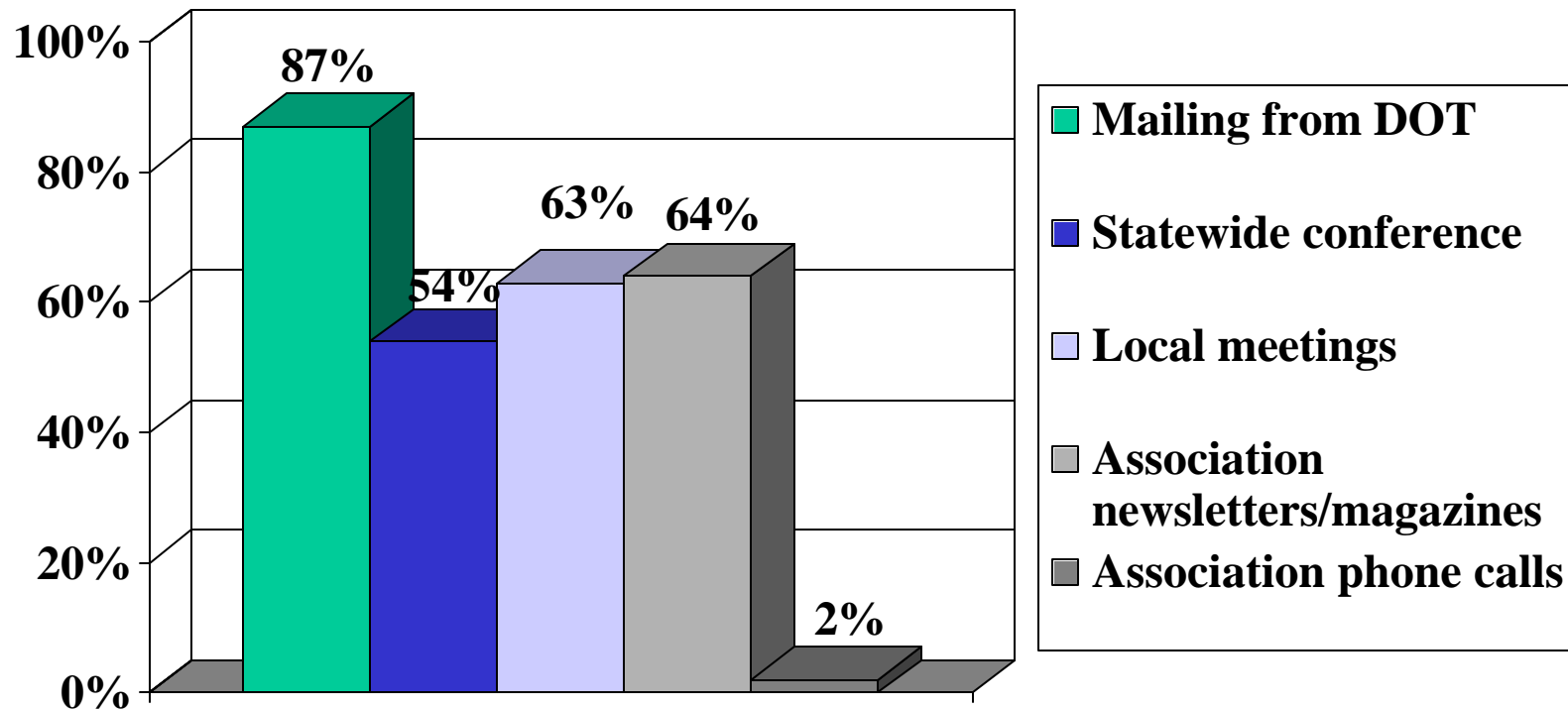
Perceptions of Requirement

Original source of information on requirement

- WisDOT: 40
- Association: 18
- UW-TIC: 8
- County Highway Commissioner: 8

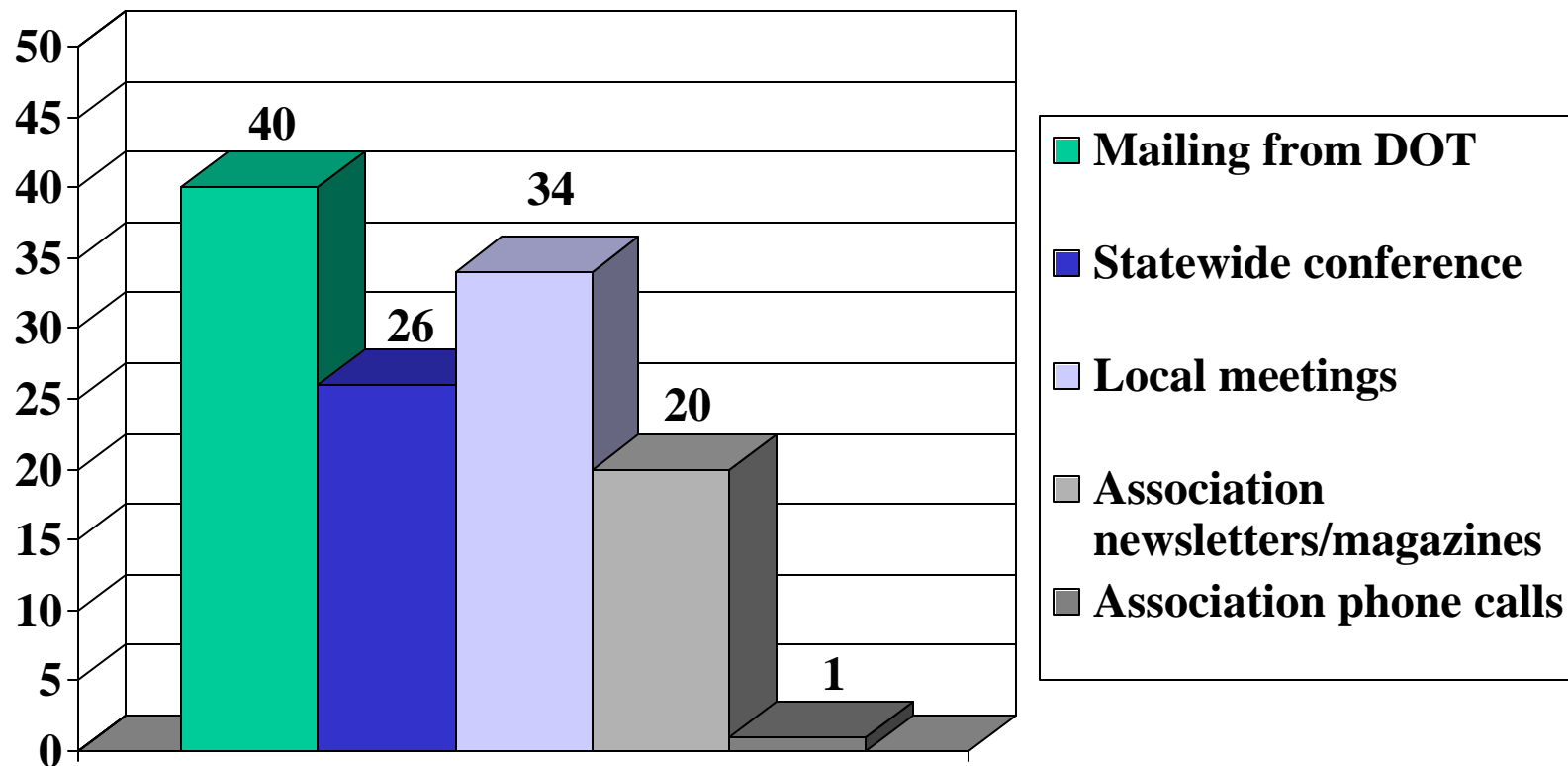# Through what method did you first hear about the requirement?

- Direct mailing: 42
- Newsletter: 19
- Local or regional meeting: 15
- Statewide conference: 8

Sources of Information - Total

- 87% Mailing from DOT
- 54% Statewide conference
- 63% Local meetings
- 64% Association newsletters/magazines
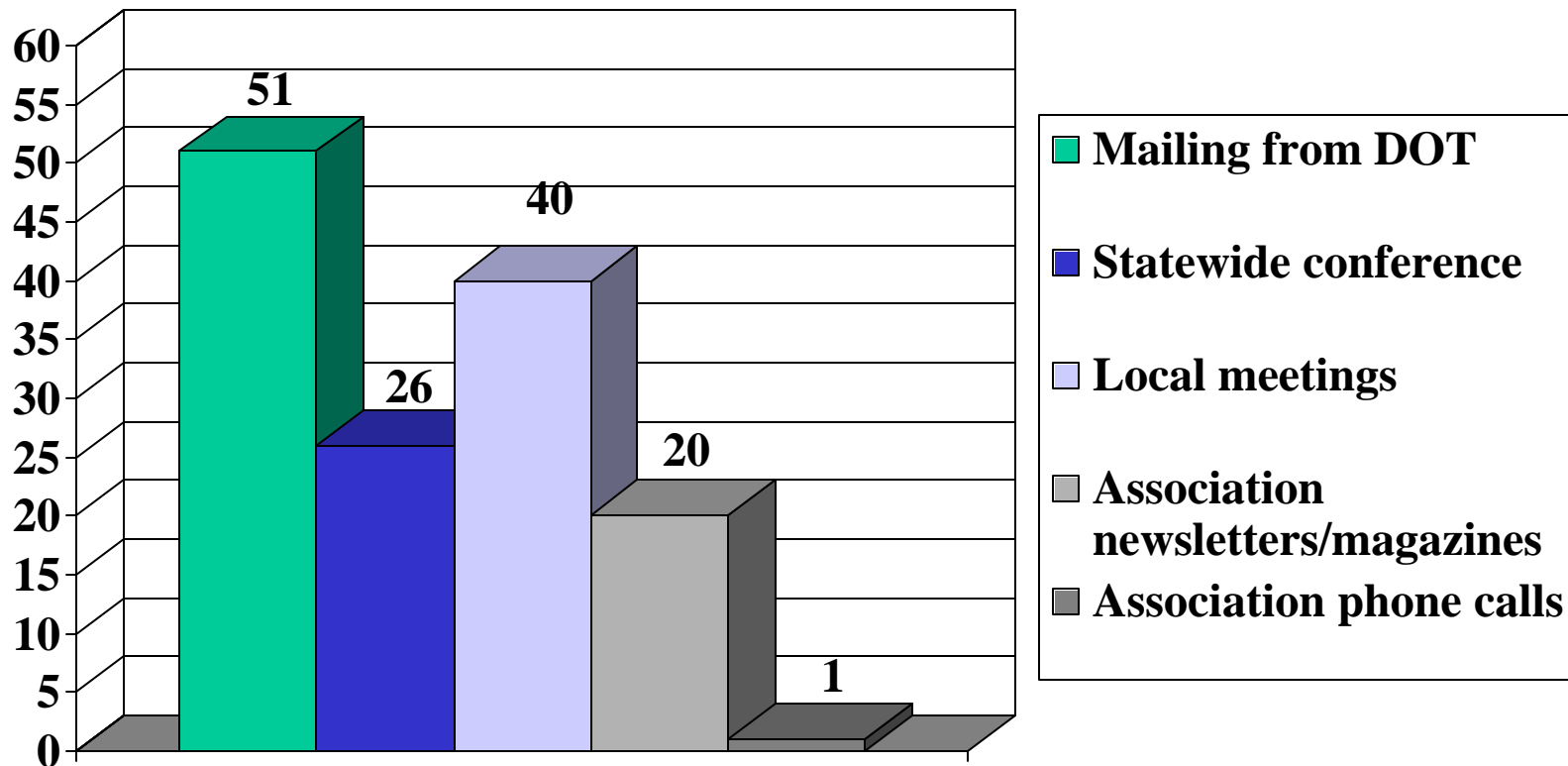- 2% Association phone calls

Importance of Sources for Compliance

(Rating of 4 or 5 on 1 to 5 scale)

Importance of Sources for Details and Technical Understanding

(Rating of 4 or 5 on 1 to 5 scale)

Legend:
- Mailing from DOT
- Statewide conference
- Local meetings
- Association newsletters/magazines
- Association phone calls
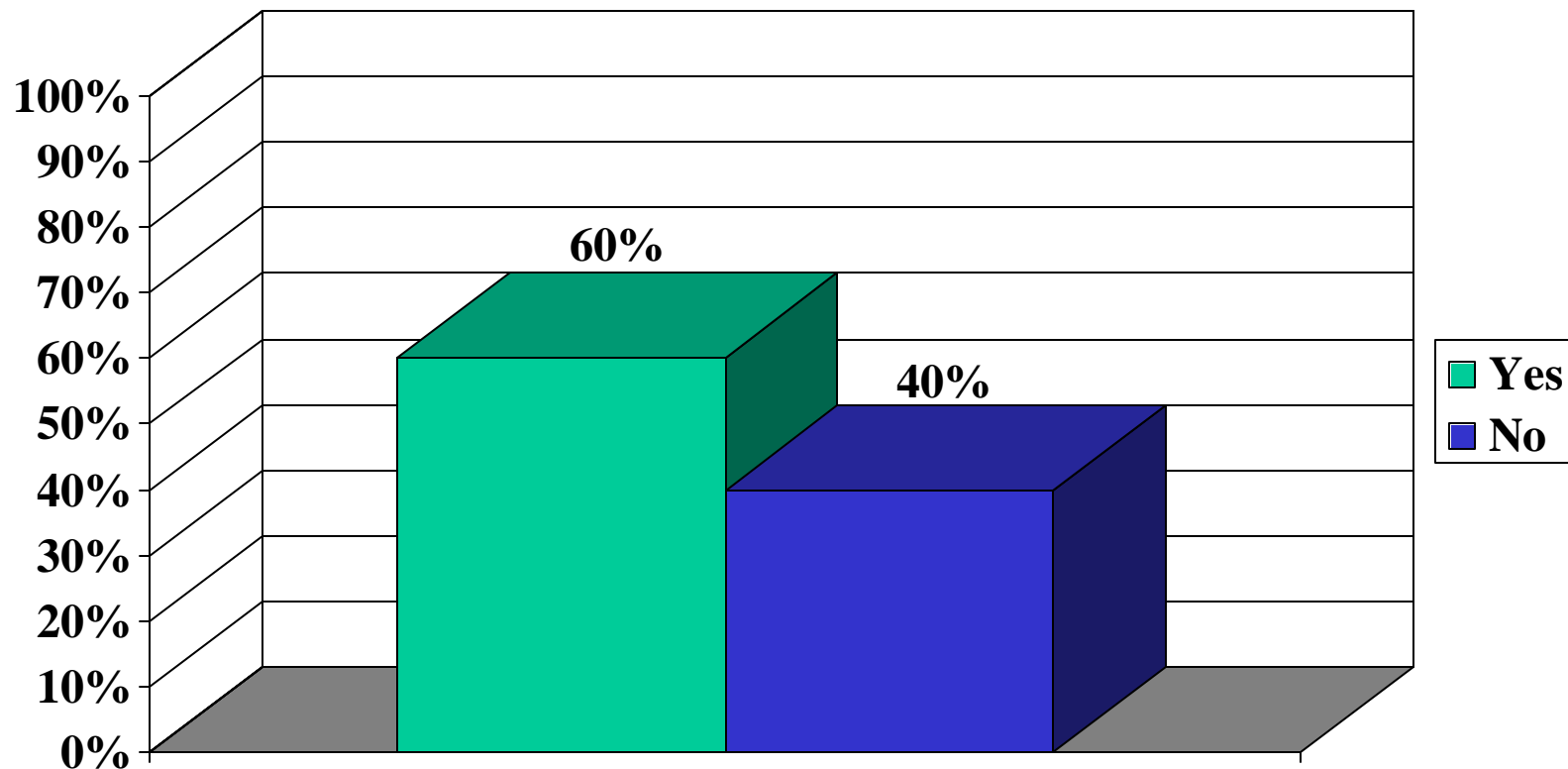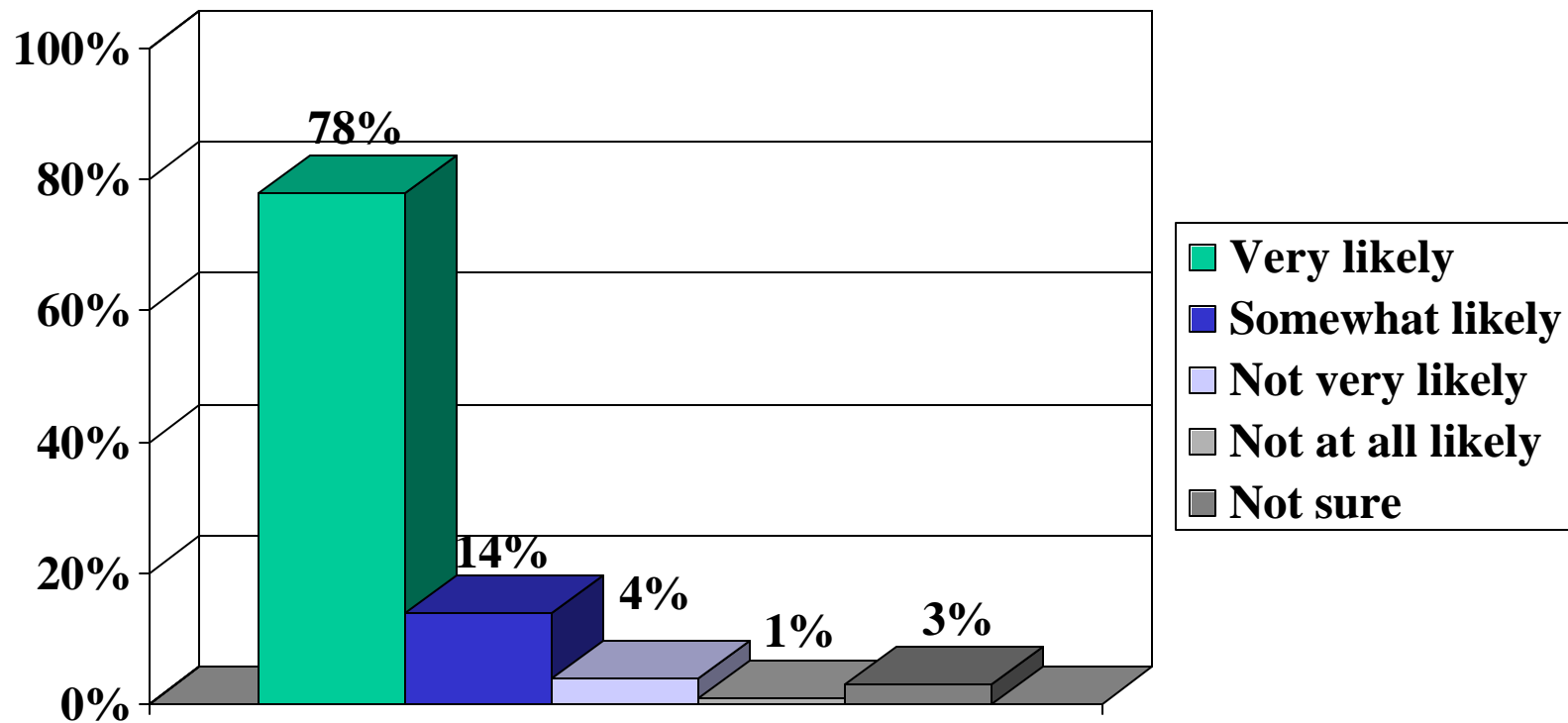
Values: 51, 26, 40, 20, 1

Ease of Compliance
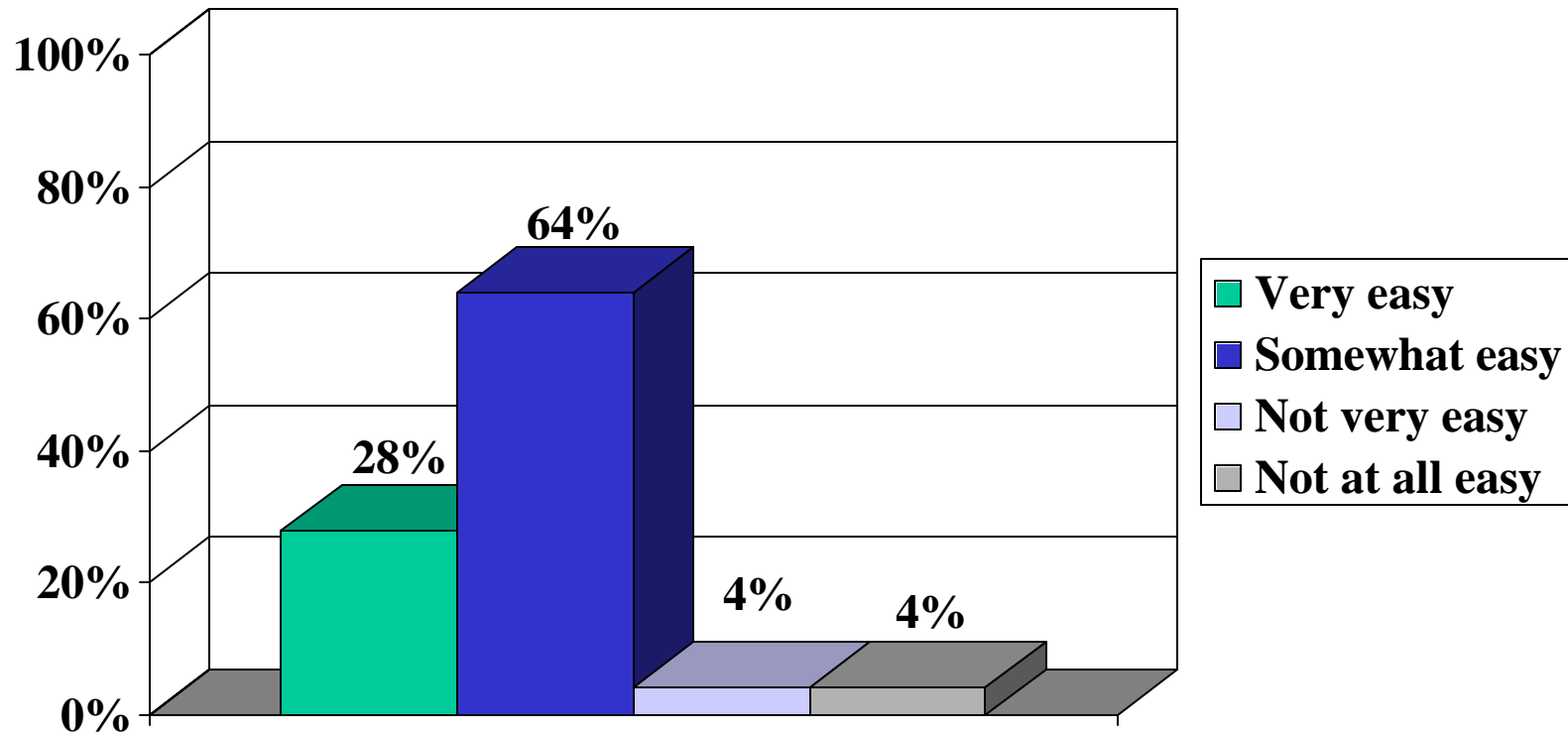
Which of the following were involved in the actual rating of roads?

- Paid employees of the municipality: 64
- Employees of other municipalities, such as the county: 20
- Outside consultants: 13
- Regional Planning Commission: 5
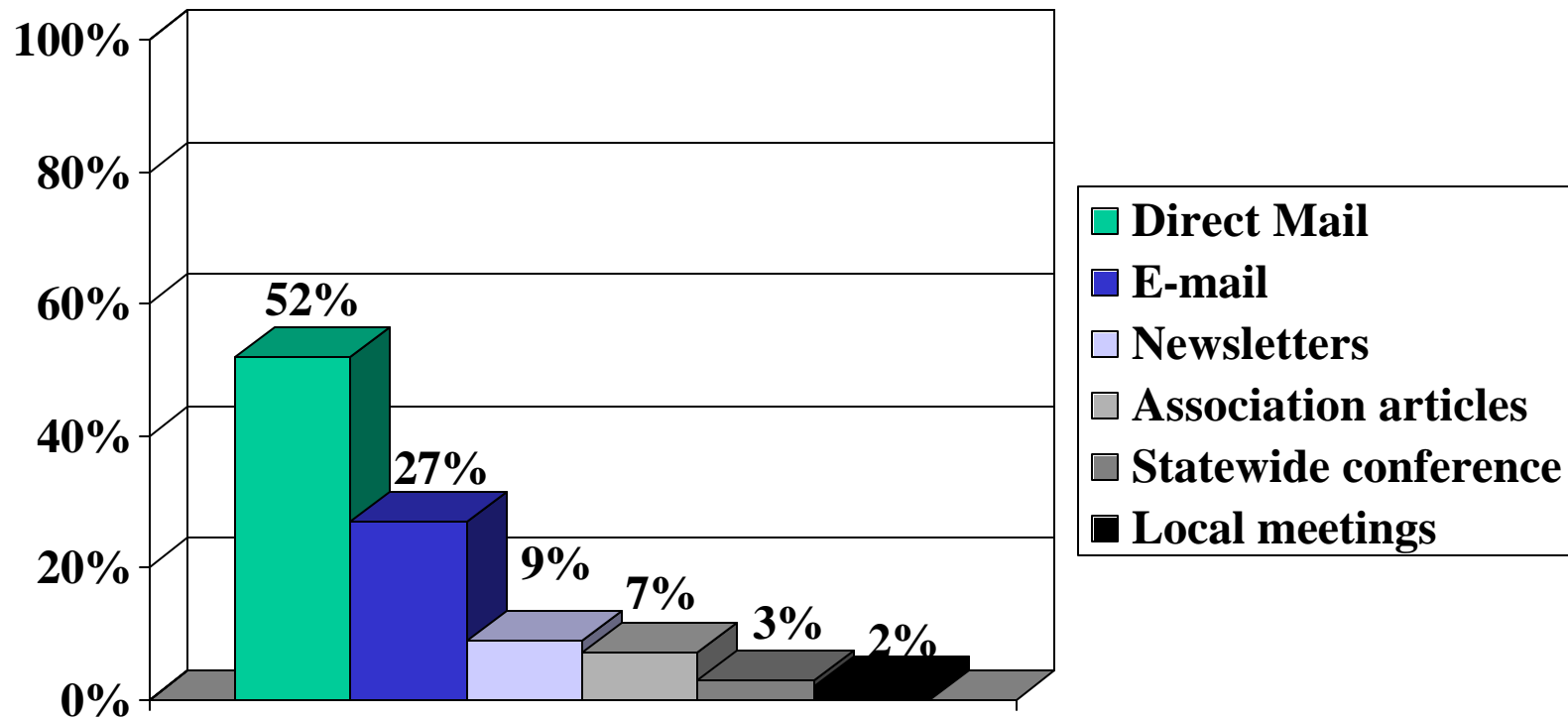- Volunteers within the municipality: 4

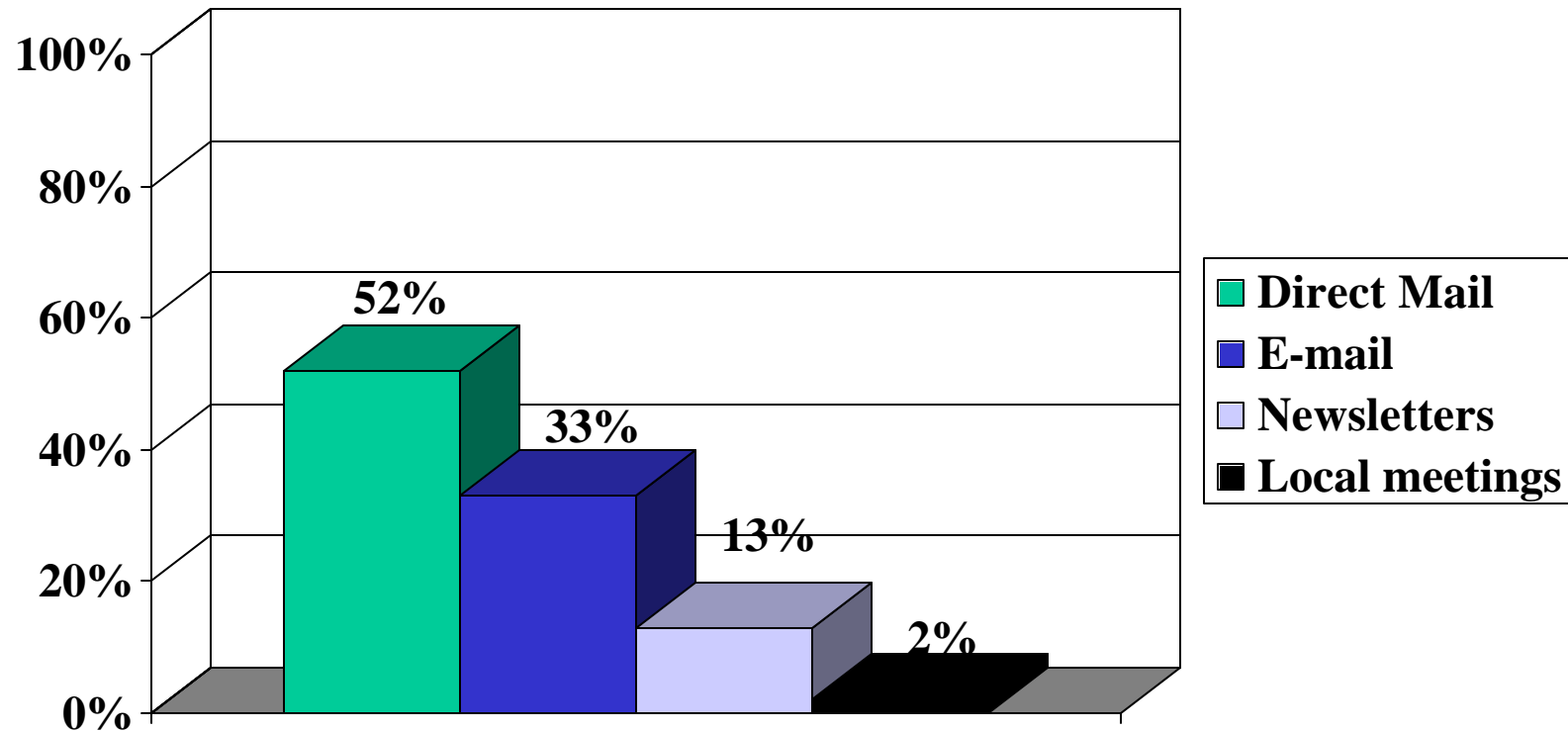# Before it was a requirement, was your municipality already rating the roads?

Likelihood of Compliance in Future

Best Way of Communicating New Rules and Requirements

Legend:
- Direct Mail
- E-mail
- Newsletters
- Association articles
- Statewide conference
- Local meetings

Values:
- 52%
- 27%
- 9%
- 7%
- 3%
- 2%

Best Way of Communicating Information on Construction Updates

Best Way of Communicating Information on Construction Updates